

**NETWORK BASED REMINDER AND PURCHASING SYSTEM AND  
METHOD**

**Abstract of the Disclosure**

5 A gift reminder and purchasing method comprises tracking gift ideas and  
related event dates for a user, and notifying the user prior to the event date with a  
reminder from a gift reminder service provider including at least one network  
link to a gift merchant web site selling a gift, related to the gift idea wherein the  
gift merchant web site is not exclusively associated with the gift reminder  
service provider. A gift reminder and purchasing system comprises a user  
10 interface, at least one gift reminder service provider, a gift reminder notification,  
and a network communication link permitting communication between the user  
interface, the gift reminder service provider, and the gift merchant site. The gift  
reminder notification is viewable on the user interface and is generated by the  
reminder service and includes a network link to a gift merchant web site selling a  
15 gift related to the gift idea wherein the gift merchant web site is not exclusively  
associated with the gift reminder service provider.